BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Travel and Tourism Pearson BTEC International Level 3 Extended Certificate in Travel and Tourism Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	**Unit 4: Customer Service in Travel and Tourism**
Learning aims	**B: Demonstrate customer service in different travel and tourism situations** **C: Review effectiveness of own performance in customer service to add value to travel and tourism organisations**
Assignment title	Doing it for Yourself!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a Supervisor Trainee in a large travel organisation. As part of your training you will be assessed on your own customer service skills. This could be either 'on the job' as you serve actual customers', or whilst on a Customer Service skill course with simulated customer service scenarios. You will be assessed in a range of different customer service situations. After the assessment is completed you will need to review your performance and produce a personal development plan.
Task 1	**Task 1i)** During your assessment you will need to demonstrate your communication and interpersonal skills to meet customer

	needs in **two** different travel and tourism situations. In a complex customer service situation on the telephone, you should: ● Provide appropriate information and advice ● Demonstrate appropriate interpersonal, communication and empathetic skills ● Understand and deal with multiple, complicated factors. ● Communicate with other people (e.g. Supervisors/managers) or organisations ● Demonstrate initiative, confidence and competence, taking responsibility and showing professionalism to reach a successful solution for the customer and the organisation, including any follow-up actions required ● Demonstrate comprehensive knowledge of relevant procedures ● Effectively understand and manage the situation, fully complying with all relevant regulatory and good practice requirements. In a challenging face-to-face customer service situation, you should: ● Provide appropriate information and advice ● Demonstrate appropriate interpersonal, communication and empathetic skills to address and control the customer's challenging behaviour ● Demonstrate comprehensive knowledge of relevant procedures ● Be aware of when you need to communicate with other parties such as your manager or supplier to reach an agreed solution ● Effectively understand and manage the situation, fully complying with all regulatory and good practice requirements ● Demonstrate initiative, confidence and competence, taking responsibility and showing professionalism to reach a successful solution for the customer and the organisation, including any follow-up actions required. For **one** of your customer service situations you will need to follow up with a written customer service response. You should: ● Produce a well-structured written response (e.g. email, formal letter) to fully address the points raised by the customer and to demonstrate your knowledge of compliance with relevant customer service regulations or policies, making effective use of supporting documentation. **Task 1ii)**

	Use feedback from different sources, including assessor observation notes or witness statements or recordings, to evaluate your own performance providing customer service in Task 1i and produce a Personal Development Plan in which you: ● Reflect on your own customer service skills, realistically reviewing your strengths and weaknesses by referring specifically to what you did or did not do to resolve the customer service situations ● Produce an appropriate personal development plan to show how you can develop your customer service skills and consider how useful the plan could be in improving your customer service performance, based on your earlier reflections ● Discuss the value of your skills to potential travel and tourism employers, including: - How your skills and planned skills development can add value to organisations and help them to achieve their business objectives - How useful and important the plan could be in contributing to the development of your own customer service performance and the potential business success of organisations, evaluating the value of your own skills to travel and tourism organisations as future employers or places of work, supporting your conclusions with examples.
Checklist of evidence required	● Records of Practical Activity completed by the Assessor ● Written customer service response and supporting professional documentation ● Supporting learner notes ● Recordings of performance ● Self-assessment of performance ● Personal Development Plan and evaluation

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
4/BC.D2	Consistently demonstrate initiative, responsibility and professionalism in using communication and interpersonal skills to successfully meet the needs of different types of customer in two different situations; evaluating the importance of the personal development plan in contributing to the development of own skills and to the business success of travel and tourism organisations.
4/B.M2	Confidently and effectively demonstrate communication and

	interpersonal skills appropriate to meet the needs of different types of customer in two different situations.
4/C.M3	Assess how the personal development plan could improve own performance in customer service and help travel and tourism organisations achieve their business goals.
4/B.P4	Competently demonstrate communication and interpersonal skills appropriate to meet the needs of different types of customers in two different situations.
4/C.P5	Review own customer service skills and produce an action plan to address areas where improvements could be made and explain how development of skills will add value to travel and tourism organisations.

Sources of information to support you with this Assignment	Visits and or work placements in travel and tourism organisations **Books** *Dale, G. (2018) Pearson BTEC National Travel and Tourism Student Book Harlow: Pearson* Customer Service for Dummies by Karen Leland and Keith Bailey **Websites** www.visitbritain.org/employing-and-training-staff Visit Britain/Visit England tourist board information regarding recruitment and training of staff www.iata.org/training.courses IATA training and customer skills information www.mindtools.com Tips on how to resolve difficult situations calmly and effectively www.mindtools.com/careerskills Investigate personal skills www.skillsyouneed.com Assessment of your interpersonal/learning/communication skills

	www.psychometrictest.or.uk/personal-skills-test Evaluation of personal skills and abilities
Other assessment materials attached to this Assignment Brief	Appendix 1: Customer Service scenarios for Assignment Task 1i). Customer Service Scenarios. Centres may devise their own scenarios. Please provide scenarios to students in advance of their assessment so that they have time to prepare. **Scenario 1** **Challenging situation – role play by telephone with written response** ***Note to Assessors: Replace the accommodation, agency and holiday details with real tours featured by a named agency.*** You work in an agency and have to make a phone call to a customer with changes to their planned tour with you. The customers are due to start their tour tomorrow but one of your featured hotels has informed you that they have overbooked and can no longer accommodate your customers for two nights of their tour. They have recommended a sister hotel but it is 5 miles outside the town you are visiting. The customers are entitled to cancel their tour or to go on another alternative but there isn't a suitable tour for another 10 days. The customers are upset when you call them especially as they are packed and ready for departure tomorrow. They are complaining strongly and demanding to know their rights and whether there is any compensation for the inconvenience. You are to follow up your phone call with an email to the customers, confirming what has been discussed and providing answers to any unresolved questions, using supporting documentation. **Scenario 2** **Complex situation – face to face role play** You are on hotel duty as a holiday representative and have been called to the hotel by the receptionist to deal with a situation involving one of your guests. The lady has had her

	bag snatched by a moped rider just outside the hotel entrance. She is very upset and was dragged to the ground whilst trying unsuccessfully to hang onto her bag. There have been other reported instances of this happening in the hotel entrance area. You need to provide the guest with support and assistance. Complete any necessary documentation and liaise with colleagues and suppliers as necessary.